



Welcome !!!

The OAE presents:

IP Awareness Seminar

March 17th, 2009



Meet the OAE

- **Dr. Christos Christodoulatos** – Associate Provost for Academic Entrepreneurship
- **David Peacock** – Director of Intellectual Property Management
- **Dr. Thomas Lechler** – Director of Academic Entrepreneurship Programs
- **Seth A. Tropper** – Director of New Ventures
- **Sandra V. Furnbach** – Coordinator of Academic Entrepreneurship Initiatives



Today's Lesson



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What is Intellectual Property?

- ◆ Patents
- ◆ Copyrights
- ◆ Trademarks
- ◆ Trade Secrets

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STEVENS
Institute of Technology

Where is the IP?

NEW PRODUCT INTRODUCTION

PATENTS
Shape of chair
Materials in chair
Computerized back stress relief
Method of assembly

COPYRIGHTS
Chair marketing literature
Chair design CAD
Chair stress relief software

TRADE SECRETS
Metal brazing temperature

TRADEMARKS
Chair Model No. 042940
Stress reliever®

OAE Office of Academic Entrepreneurship

STEVENS
Institute of Technology

Relationship of IP Processes

Pre-IP Process

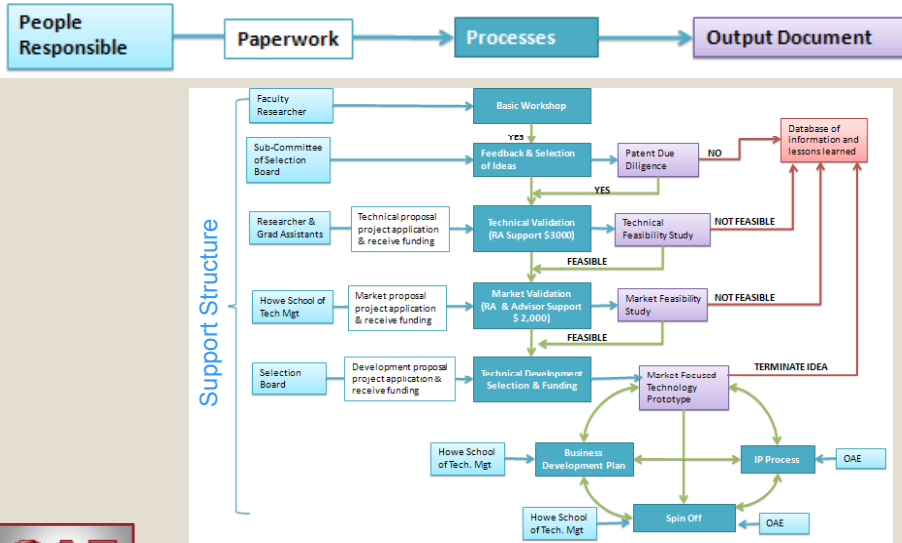
Commercialization

IP Process

Great IP lives here

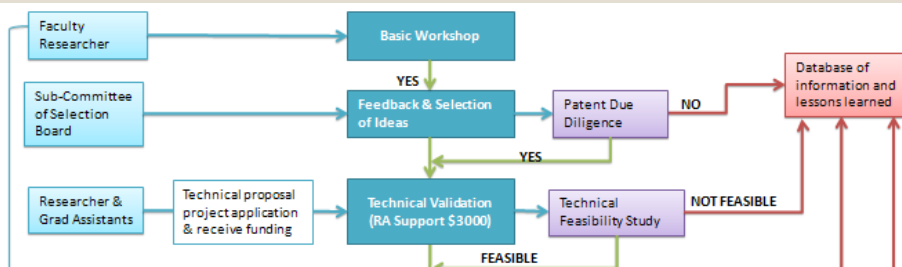
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The Pre-IP Process - Overview

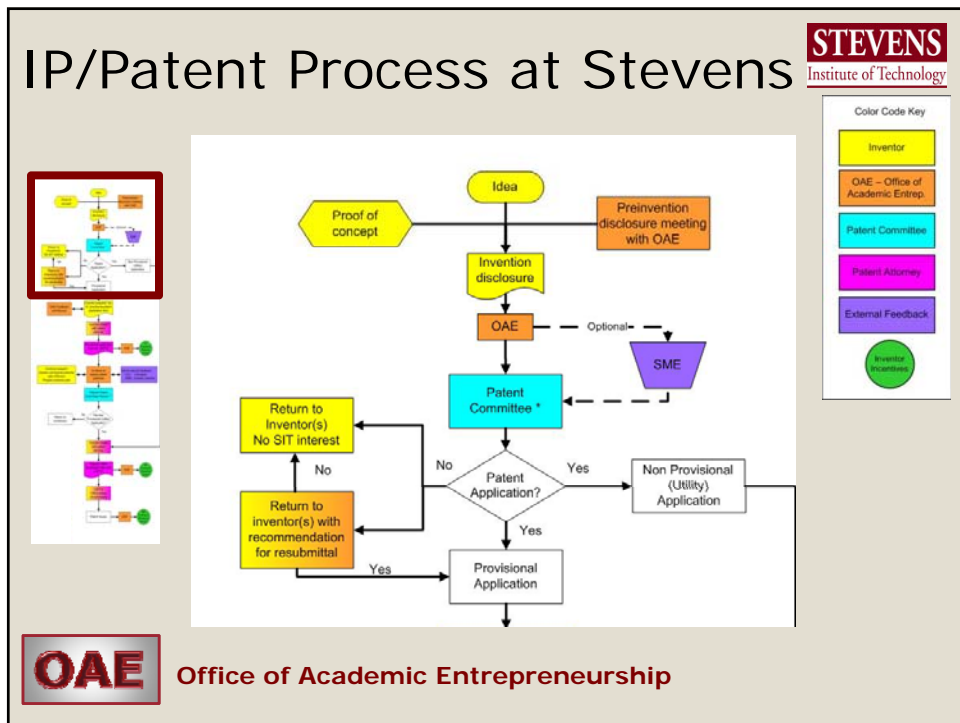
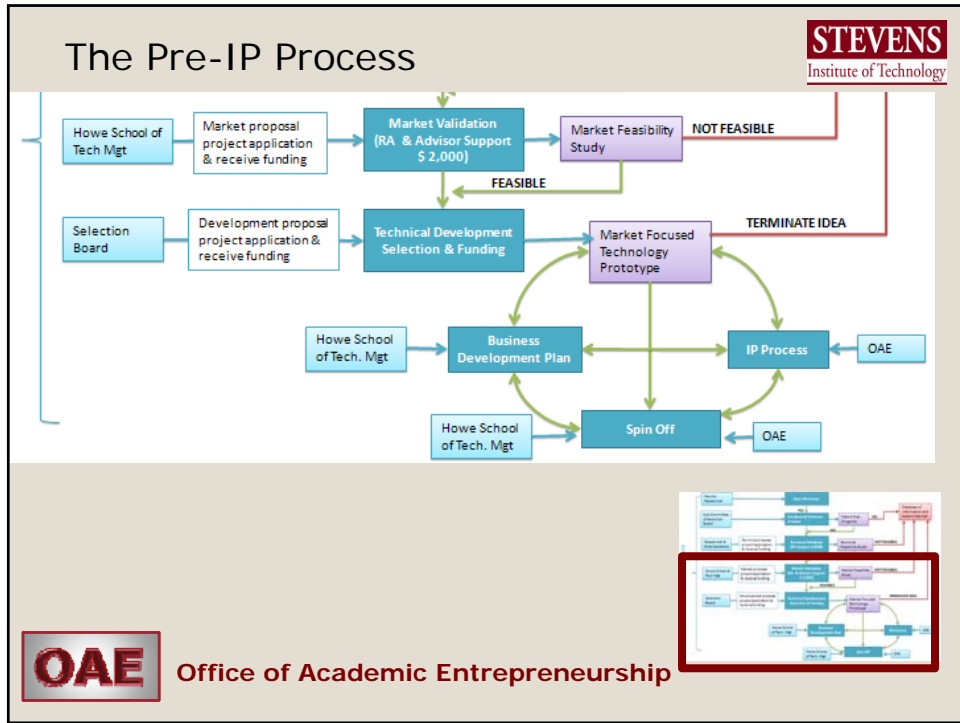


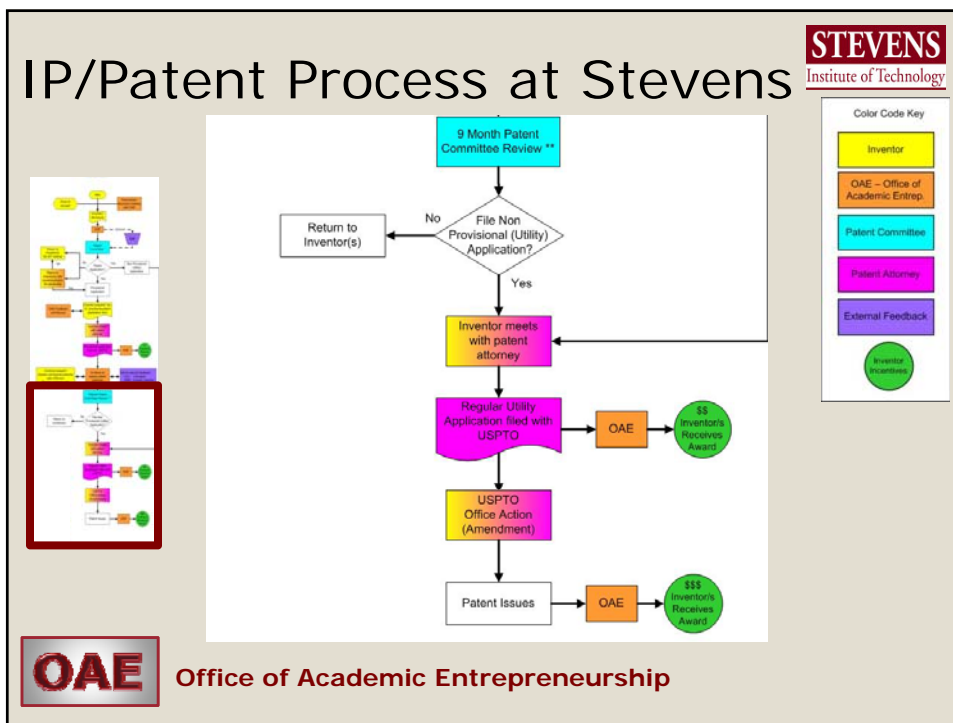
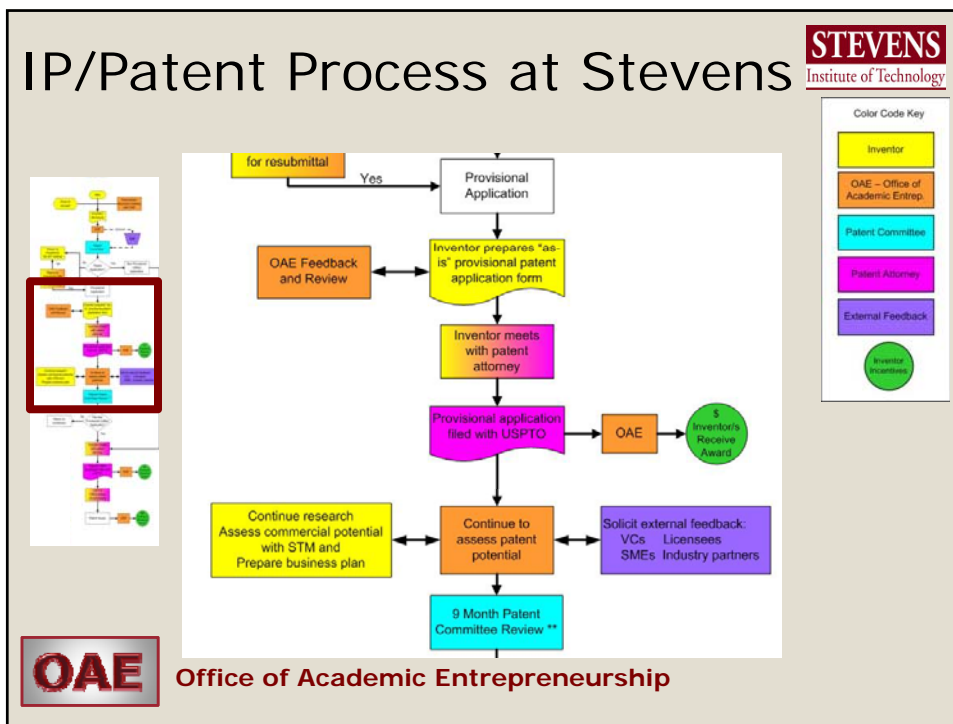
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The Pre-IP Process



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OAE – Recognition / \$ Incentives

- Recognition Awards
 - Patent Issuance
 - 1st Patent Issuance Plaque
 - 2nd Companion Board & Plates / subsequent
 - Annual Recognition Ceremony & “Inventors Wall of Fame”
- **Inventor \$ Incentive – (New 1/1/2009)**
 - Provisional Application \$250/Inventor Team max \$1000
 - Utility Application \$500/Inventor Team max \$2000
 - Issue \$1000/Inventor Team max \$4000



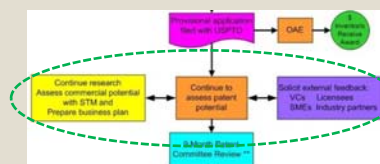
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IP Commercialization

“monetizing your assets”

New Venture or Technology License

- market potential
- technology development stage
- competitive advantage
- existing/potential commercial partner
- capital requirements
- product pipeline
- strength of IP
- management/champion



- New IP
- Existing IP



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IP Commercialization

"monetizing your assets"

Stevens AngelSoft platform

- Bring together researchers, industry, alumni, investors, etc.

OAE Fund (under development)

- Enhance Technology Commercialization
advance promising technology to attract outside entities such as strategic partners and investors to further the effort to bring products and services to market
- Project Funding
 - feasibility, proof-of-concept, prototype development, testing
- Process
 - proposal, internal review, external advisory review, award, project monitoring



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Stevens Invention Disclosure Form

<http://www.stevens.edu/entrepreneurship/guide/forms.html>

- | | |
|--|--|
| • Inventor Name(s) | • Proof of Concept – experimental verification |
| • Date | • Prototypes/Samples |
| • Title of Invention | • Publications |
| • General Description of Invention | • References |
| • Utility – useful purpose | • Sponsorship |
| • Novelty – difference from known uses | • Possible means of commercialization – markets & applications |
| • Advantages | • Potential partners / licensees |
| • Limitations | • Signatures |



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Question/Answer Session with Speakers

